

Slay the Social Media Dragon

Part I

Robbin Block
Blockbeta Marketing



blockbeta.com

1

Stop Wasting Time Playing Online

Part I ♦ Choose the right sites

- Part II
- ♦ DIY if you have more time than \$
 - ♦ Hire if you have more \$ than time
 - ♦ Check the ROI to see if it's worth it
 - ♦ Revise your approach

2

OCTOBER 8, 2015
Social Media Usage: 2005-2015
65% of adults now use social networking sites – a nearly tenfold jump in the past decade

Thou Shalt Not ‡

Sign up for every social site you've heard about, start a blog or Tweet like mad ...



pewinternet.org

3

What is Social Media?

4

User-Generated Content

Connecting Technology
Profiles, Sharing,
Forums, Discussion Boards...

Types of Social Sites
From blogs to media-driven...

5

Type	Benefit
Blogs/Microblogs	Instantly Publish Reputation/Engagement
Social Networks	Build Communities Engagement
Shopping & Review Sites	Fans & Detractors Influence
Social Bookmarking	Store, organize, search, manage, share Referrals
Media Driven	Education & sharing through original content

twitter

facebook

yelp
Real People. Real Reviews.™

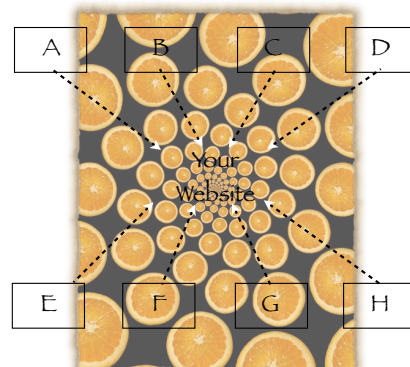
StumbleUpon

YouTube

6

Be Known in High Places

- ◆ Get found
- ◆ Search engines “informed” by social data
- ◆ Get known in your industry



Link Juice

7

Strengths Weaknesses



- | | |
|---|---|
| <p>Visibility</p> <ul style="list-style-type: none"> • Word of Mouse • Reputation • Search results • Customer support • No \$\$\$ if DIY | <p>Time commitment</p> <ul style="list-style-type: none"> • Cluttered environment • Short shelf life • Lack of control • Not always local • Impact not immediate |
|---|---|

8

Type of Business Matters



Works better for some than others

There are other ways to promote effectively

Allocation of resources

9

Social Media

Public Relations

Advertising

Time



Money



10

Choose Your Battlegrounds



Photo: Mr Thinktank

11

Biggest Impact on Results

social site chosen + what you do there + what you say; what gets shared; who shares it + how often + when

12

Be Where Your Customers Are

geography demographics psychographics behaviors

Location Numbers Thinking Acting



13

Learn About Your Customers

HOW TO FIGURE OUT YOUR CUSTOMERS' MEDIA HABITS



Media Kits



Sign up at blockbeta.com

14

Your Social Sites?



15

Make the Match



55% of young adults



women 3:1,
44% of women



men 2.5:1,
geeks?



72% Online adults,
31% of all seniors



college grads,
high income,
aged 30-64



23% of adults,
30% urban, college educated

<http://www.pewinternet.org/2015/08/19/the-demographics-of-social-media-users/>

16

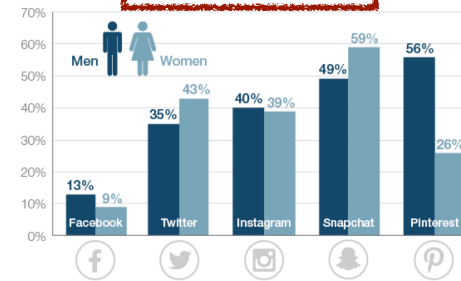


Digital Real Estate
Claim Your Royal Territory



17

Percent of 20 to 35 Year Olds (US) With
No Account



Don't assume anything about your target audience when it comes to social media

18

Targeted: Relevance Trumps Volume

Niche

Geography
Interest
Demographic
Activity
Affinity

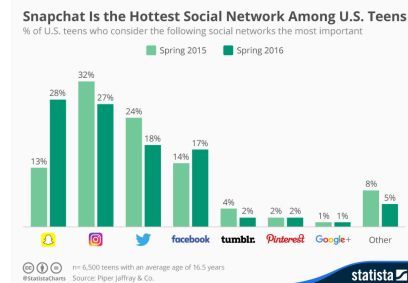


↓ Big fish, smaller pond
↓ Browsers vs. buyers

19

Right Content ↓ Audience ↓ Size

PewResearchCenter pewinternet.org



statista.com

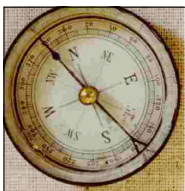
facebook IQ

insights.fb.com

quantcast

quantcast.com/measure

20



Use Niche Sites, But Don't Spread Yourself Too Thin

- ☐ Industry Associations
- ☐ Online Publications
- ☐ Social site directories
- ☐ Competitive Sites
- ☐ Inbound Traffic
- ☐ Search "niche social sites"
- ☐ Go local

blogcatalog

houzz

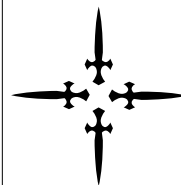
Béance

tripadvisor

manta

mosaicHUB

21



Ear to the Ground

- ◆ Timely responses
- ◆ Traction?
- ◆ Damage control
- ◆ Find fans or invites
- ◆ Feedback
- ◆ Anecdotal history

Onsite Data

Hootsuite™

Cyfe

22

BLOCKBETA

marketing
A Big Picture Approach to Small Business™

206-335-5929

info@blockbeta.com

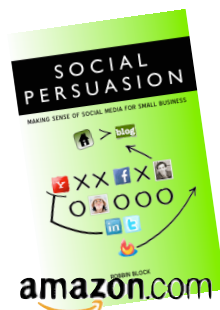
www.blockbeta.com



Twitter.com/robbinblock



Facebook.com/Blockbeta



© copyright Block Media LLC 2007 - 2016

Trademarks and images are all owned by their respective owners.

23